

POWERLINE

The Voice of the On-Site Power Generating Industry

January/February 2009 \$5.00

Case History

Winn-Dixie Stores, Inc.
Installs Standby Power

EGSA News

• *Despite economy,
POWER-GEN Succeeds*

Raising Awareness

Should On-Site Power
Care About ISO 14000?

Education

Leadership Transitions

Codes & Standards

IEEE Launches 3000 Series

Distributor's Corner

Preventing Price Objections





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Despite the flagging economy, many power industry professionals made a point of doing business at the recent 2008 POWER-GEN International Show in Orlando, FL; page 14.



Grocery chain Winn-Dixie learned serious lessons from Hurricane Katrina which it is now applying to other stores throughout the Gulf Coast region; page 25.

Conferences

EGSA 2009 Annual Spring Convention

March 15-17, 2009; San Antonio, TX

The Association's Annual Convention of Members. Speakers will cover business and technical aspects of On-Site Power Generation and current industry trends. For additional information, visit www.EGSA.org or call (561) 750-5575.

EGSA 2009 Fall Technical & Marketing Conference

September 13-15, 2009; Colorado Springs, CO

Speakers will cover business and technical aspects of On-Site Power Generation and current industry trends. For information, visit www.EGSA.org or call (561) 750-5575.

EGSA 2010 Annual Spring Convention

March 14-16, 2010, St. Petersburg, FL

The Association's Annual Convention of Members. Speakers will cover business and technical aspects of On-Site Power Generation and current industry trends. For additional information, visit www.EGSA.org or call (561) 750-5575.

Look for more industry events in our up-to-date calendar on the web at www.EGSA.org. EGSA Members: To list your meetings here, fax your information to (561) 395-8557.

Schools

EGSA On-Site Power Generation Basic School

Charleston, SC February 3-5, 2009
Hartford, CT June 16-18, 2009
Portland, OR August 4-6, 2009
Memphis, TN October 13-15, 2009

EGSA On-Site Power Generation Advanced Schools

Indianapolis, IN April 20-23, 2009
Las Vegas, NV* December 7-10, 2009

*To be held concurrently with POWER-GEN International

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Industry Trade Shows

POWER-GEN International 2009

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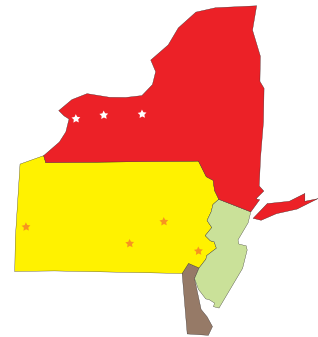
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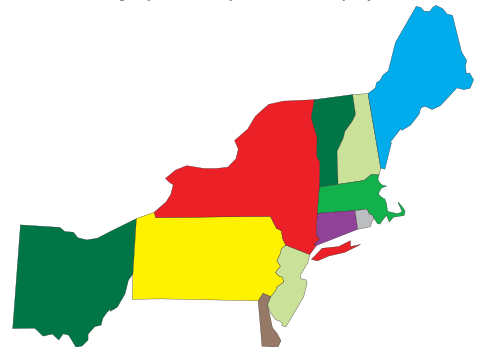
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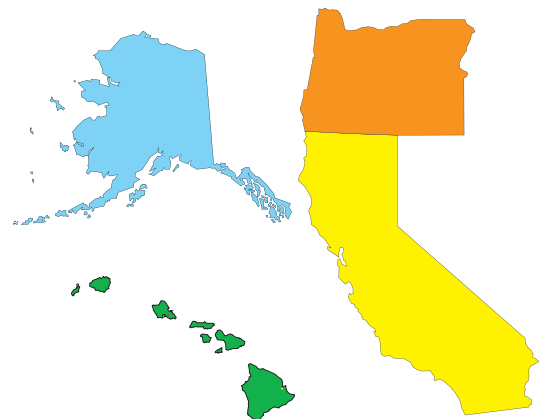
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Editor, *Powerline* magazine

1650 S. Dixie Hwy, Suite 400 • Boca Raton, FL 33432

Ph 561/750-5575 • F 561/395-8557

E-mail: e-mail@egsa.org

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Electrical Generating Systems Association

1650 S. Dixie Highway, Suite 400

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Greg Linton
2009 EGSA President

2009 Goals: Personal, Professional, EGSA

Good bye 2008, Hello 2009! While I am very glad that 2008 is officially an historical record, 2009 might provide even greater challenges! I was reminded last year of several seminars I attended that promoted the idea of having a “worst case” back-up plan. 2008 rendered that concept as obsolete as a two year old laptop. So what’s the answer? No planning, no goals, just wing it? Hardly.

In a study conducted by the Harvard Business School between 1979 and 1989, students who had goals earned twice as much as those who reported having no goals. What’s more, the study participants (3%) who reported that they wrote down their goals had a 90% greater chance of those goals being accomplished and earned 10 times as much as those who reported having no goals. Time well spent I’d say.

With that in mind, what are your goals for 2009? Most of us engage in some form of business planning which includes a list of goals. What about your personal life? Have you ever considered making a family plan—a set of goals to develop and enhance your personal life and the life of your family? This has been a very rewarding practice for me in recent years. It has allowed me to grow as an individual, have an awareness of my family’s interests and be intentional in my pursuit of these things.

Your Association also has goals. Some of the areas of focus for 2009 will include:

- **A long term strategic plan**—EGSA initiated a new long-term strategic planning process under the Presidency of Gary Kidwell. The concept was endorsed and propelled by President Warner Bauer and a strategic planning committee was formed in late 2008. The committee has already begun work on a plan to

shape the next several years for EGSA with an aggressive target of 2009 to rollout and begin implementation.

- **Financial health**—Each year the Board of Directors, the Executive Committee, and EGSA staff spend significant time and energy on the financial plan for EGSA. This includes long-term investments, the status of membership, the POWER-GEN show, conference costs and much more. In these changing times, this will provide new opportunities and challenges.
- **Education development**—In recent years, education has become synonymous with EGSA. 2009 will build on that reality. Under the leadership of EGSA Director of Education George Rowley and the Education Committee, we will continue our pursuit of several goals, including the 5th edition of the *On Site Power Reference Book*, development of regional training classes, customer specific training classes, and certification growth, to name a few.
- **Membership growth and retention**—Membership growth is always a primary goal because of its impact on the Association’s financial structure. The reality is that EGSA minus involved active members equals failure; plus, there’s a general feeling of good health when membership numbers are robust.

As you set your own goals for 2009 where does EGSA fit? Will your goals include conference attendance, writing a technical paper, serving on a committee, influencing a company to join EGSA, becoming a certified technician, or attending POWER-GEN? Whatever it is, remember: one person *does* make a difference. Will it be you in 2009? ■

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George Rowley
EGSA Director
of Education

Committee Leadership Transitions

Each new year, the Association has an option to change Committee Chairmen. As Director of Education, I serve as Staff Liaison for several of them. Therefore, I am pleased to announce leadership changes to two committees, as follows:

Education Committee—Dennis Roundtree has handed the Chairman's gavel to Andy Ulavege. We thank Dennis for his leadership and many valuable contributions as he continues to serve on the committee. And we wish Andy all the best as he leads the committee to improve and increase EGSA's education programming. A Co-chair and Secretary will be appointed at the Spring Convention.

Certification Committee—Leo LeBlanc has been involved in the Technician Certification program since day one and has played a vital role in its development, implementation and operation. As Leo passes the Chairman's gavel to Bob Hafich, we salute Leo for his years of leadership and dedication to EGSA. And we wish Bob every success in helping make the program even better. A Co-chair and Secretary will be appointed at the Spring Convention.

Technician Certification Program Update

Are you or your techs preparing to take the Certification Test? If not, why not? Certification is *the only way* that techs can prove and demonstrate their skills and knowledge.

By the end of 2008, 245 technicians had taken and passed the EGSA Electrical Generator Systems Technician Certification test. Some 582 techs have purchased a Study Guide so it is clear that many techs are preparing for, but have not yet taken, the test. But these numbers fall far short of the number of techs eligible to take the test. Shouldn't you or your techs be preparing to take the test? Certification is good for the tech and very good for your business. Only Certified techs can proudly display graphic evidence of their achievement and "advertise" their elite status to customers and clients.

Although the overall number of certified techs continues to increase, the pace of growth seemed to slow somewhat in the last half of 2008. As a comparison, 116 techs passed the test in 2008, 82 in 2007, 15 in 2006 (when the program was

Continued on page 12



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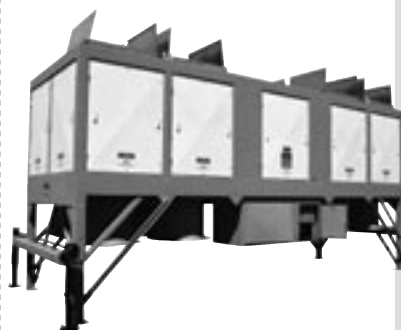
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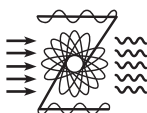
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<input type="checkbox"/> FSU 120	<input type="checkbox"/> FSU 121		Baseball Cap —These distinctive EGSA blue caps with white brim stripe, button, and vents feature the EGSA Certified Electrical Generator Systems Technician logo in front. These one-size-fits all caps are made of durable high-quality cotton and feature a flex-strap to adjust the size.	<input type="checkbox"/> \$21.25 (Purchase limited to 5 per technician)	<input type="checkbox"/> \$26.25	
<input type="checkbox"/> FSU 122	<input type="checkbox"/> FSU 123		Self-Adhesive Decal (4"x6") —These heavy-duty adhesive-backed vinyl decals are made to hold up to exposure to the elements. To help resist fading and weathering, the images are printed with UV-resistant ink and we have applied an extra coating to further protect the image from fading and abrasion.	<input type="checkbox"/> \$10.75 (Purchase limited to 5 per technician)	<input type="checkbox"/> \$15.75	
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Only EGSA Certified Technicians are authorized to use Certified Technician Logo Items. Please enter the technician's certificate number so that we can process the order

EGSA Certification Number

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Herb Whittall
EGSA Technical Advisor

IEEE Launches 3000 Series

During the EGSA 2008 Fall Conference in Atlanta, the Code and Standards committee discussed the IEEE Color Books. The November/December 2008 issue of *IEEE Industry Applications* magazine (the magazine of the IEEE Industry Applications Society) contains a long article by F. David Mills titled "What's Happening to the Color Books?" There were/are thirteen color books in print which are all titled "Recommended Practice for" except one. The Yellow book (Standard 902) is titled "*IEEE Guide for Maintenance, Operation, and Safety of Industrial and Commercial Power Systems*." There is a lot of duplication of information in each of these books and so the IEEE is planning to issue a "Master Book" and then some other titled books. According to the article, the books will be 3000 Series with the following topics:

- 3000 Series: Base Standard – General Material
- 3001 Series: Power System Design
- 3002 Series: Power System Analysis
- 3003 Series: Power System Grounding
- 3004 Series: Protection and Coordination
- 3005 Series: Emergency and Standby Power
- 3006 Series: Power System Reliability
- 3007 Series: Power System Maintenance, Operation, and Safety

Each of these is a series, so there will be several books for each of the above numbered series. The 3004 Series should be interesting to see as there is a subject titled "Recommended Practice for Overcurrent Coordination of Industrial and Commercial Power Systems." This is currently a hot topic within the NFPA committees because of disagreement as to the extent that "Selective Coordination" is needed in complete systems such as Hospitals.

The IEEE is looking for experts and others to be members of the working groups for writing these various documents. If you are interested in doing so, please contact the following:

- 3000 Series: Dave Mills at d.mills@ieee.org or Carey Cook at ccook@sandc.com
- 3001 series: Peter Sutherland at peter.sutherland@ieee.org
- 3002 Series: Farrokh Shokooh at farrokh@etap.com
- 3003 Series: Doug Dorr at d.dorr@ieee.com

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- 3005 Series: Joe Weber at jweber@ASCO.com
- 3006 Series: Robert Arno at Barno@eypmcf.com
- 3007 Series: Dennis Neitzel at Dennis.neitzel@avotraining.com

Brief News Items

The EPA has finalized Emission Standards for New Spark-Ignition Generator Set engines below 25 horsepower. HC + NOx will be 10 g/kW-hr for Class I engines starting in 2012 and 8 g/kW-hr for Class II starting in 2011. For Marine Spark-Ignited Engines, CO emissions will be limited to 5 g/kW-hr. According to the EPA these new standards will result in a 35% reduction in HC + NOx and reduce evaporative emissions by 45%.

A correction to the formula (1) on page 6 of ISO 8178-5:2008 *Reciprocating internal combustion engines – Exhaust emission measurement – Part 5: Test Fuels* has an error which makes the resulting Sulfur PM in g/kWh 10,000 times too high. The term FSC/100 should be FSC/1,000,000 per a correction proposal from Germany.

NECA is proposing to write a *Standard for Installing and Maintenance Arc-Fault Circuit Interrupters (AFCIs)*. I have asked to be on the review committee.

Two UL battery charger standards: *UL 1236 ED 7 – Standard for Battery Chargers for Charging Engine-Starter Batteries* and *UL 1564 Ed. 3 – Standard for Industrial Battery Chargers* have had slight revisions. Both have revisions as to Transformer Windings spacing. Those in the Battery Charger manufacturing business should make a point of reviewing the revisions. ■

INFINITE OPPORTUNITIES FOR GENERATOR SYSTEMS CONTROL



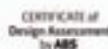
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Continued from page 8

launched), and 32 that passed the Pilot Test in 2005. A total of 296 techs have taken the test; the overall pass rate is 83%.

Question—What do techs in Canada and Trinidad know that techs in Arkansas, Delaware, the District of Columbia, Hawaii, Kansas, Maine, Mississippi, Montana, Nebraska, New Mexico, North Dakota, Oregon, Rhode Island, South Dakota, Vermont, and Wyoming do not know?

Answer—The value of the Technician Certification Program. There are 13 Certified Techs in Canada and four in Trinidad, but there are no Certified Techs in the states listed above.

The Demographics—Georgia is the Leader! Here are how many Certified Techs there are in each of the States:

- 21 Certified Techs: Georgia
- 19: Ohio
- 17: Florida and Michigan
- 16: California
- 13: Arizona and North Carolina
- 12: Virginia
- 10: Texas
- 9: Connecticut and Pennsylvania

- 8: New York
- 7: Massachusetts
- 6: New Jersey
- 5: Maryland and West Virginia
- 4: Colorado, Illinois, New Hampshire, and South Carolina
- 3: Tennessee
- 2: Iowa, Idaho, Indiana, Louisiana, Missouri, Nevada, Oklahoma, and Wisconsin
- 1: Alaska, Alabama, Kentucky, Minnesota, Utah, and Washington

Spanish Versions Available Soon

Due to a number of requests from Spanish-speaking techs and their employers in the United States, the Caribbean, and Central and South America, the EGSA Board of Directors recently authorized the translation of the Certification Program Study Guide and tests into Spanish. They should be available within the next several months so watch for announcements in *Powerline* magazine and on our web site. There are no plans to offer a Spanish version of the *Reference Book*.

There is extensive information about the

Certification Program on the EGSA web site where you can download order forms for Study Guides and tests. If you cannot find the answers to your questions please contact George Rowley (*contact information below*).

We Still Need You!

While over 50 people responded to the recent Call for Authors and Reviewers for the 5th Edition of *On-Site Power Generation: A Reference Book*, we continue to seek authors and reviewers for selected content and topics. If you are interested in contributing to the newest edition of the "Bible of the On-site Power Industry," or if you know of someone within or outside of your organization that might be able to contribute, please contact George Rowley (*contact information below*).

If you have questions or comments about EGSA's education programs, please contact George Rowley, EGSA Director of Education, via email at G.Rowley@EGSA.org or by phone at 561-237-5557. ■



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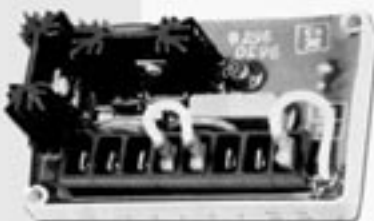


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Despite an economy that is best described as sluggish, Power Generation Industry professionals turned out in the thousands to walk the aisles of the recent 2008 POWER-GEN International show in Orlando, FL. The event drew more than 17,000 power professionals from 76 countries and over 1,100 exhibiting companies showing the latest innovative products for the power generation industry, including boilers, turbines, engines, computer hardware and software, controls and instrumentation systems, generators, electrical systems, pumps, valves and much more.

POWER-GEN International continues to maintain its status as the biggest and most important of power industry events. By extension, that makes the EGSA On-Site Power Pavilion—"a show within a show" located within the heart of POWER-GEN—the most important On-Site Power exhibition of the year as well. The Pavilion offers attendees an exclusive focus on On-Site Power Generation and related products and services and is the largest single gathering of such companies annually with over 100 exhibiting companies.

Firms interested in exhibiting in the 2009 EGSA On-Site Power Pavilion may contact Liz Bustamante at L.Bustamante@EGSA.org. POWER-GEN International 2009 will be held December 8-10 at the Las Vegas Convention Center in Las Vegas, NV.

EGSA Events at POWER-GEN

EGSA presented its final On-Site Power School for 2008, held concurrently with the show at the Rosen Center Hotel. EGSA also held its annual On-Site Power Reception at the Convention Center. The informal reception provides a unique opportunity for exhibitors and show attendees to meet and talk away from the show floor. For more information, visit www.EGSA.org ■



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- **Web links**—Your company information will appear on EGSA's website within the month that you join, and we will link to your website if it was listed on your membership application.
- **Networking opportunities**—make contacts with the "Who's Who" of the On-Site Power industry at EGSA events, including conferences, conventions, trade shows and receptions.

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ISO 14000: Raising the Level of Environmental Awareness for On-Site Power and Other Industries

By Richard Ries

A decade ago the buzz was all about quality. Now everyone's going green. But there is an interesting parallel between these two movements as they reshape our industrial landscape. How do you quantify quality? Perhaps more challenging, how do you quantify environmental stewardship? The answers to both questions come from ISO, the international organization for standardization. ISO is a non-governmental developer of world standards for business, government and society based in Geneva, Switzerland.

ISO 9000:1987 laid the groundwork for ISO's attempt to standardize quality management systems for manufacturers. The program was updated in 1994, 2000, and 2008. While the original standard was developed for manufacturers, the scope of ISO 9000 has been broadened to include both physical goods and services. Within the ISO 9000 family of standards, three serve as touchstones. ISO 9000:2000 explains fundamental concepts and terms. ISO 9001:2000 details the requirements a business must meet in order to become certified. Earlier iterations of 9001, 9002, and 9003 are integrated into the updated 9001. ISO 9004:2000 provides guidelines and suggestions for continual improvement of existing, mature quality management systems.

The ISO 14000 family is similarly structured, but rather than providing guidance and credentials for quality management systems, ISO 14000 deals with environmental management systems (EMS). Within the ISO 14000 program there are a few items worth special mention. ISO 14001:2004 is the standard by which businesses can attain certification. ISO 14004:2004 is a guidance document providing more detail on how certification may be achieved. Of particular interest to the EGSA audience are three documents dealing with greenhouse gases, ISO 14064-1:2004, ISO 14064-2:2004, and ISO 14064-3:2004.

On their Web site, ISO says that "The

intention of ISO 14001:2004 is to provide a framework for a holistic, strategic approach to the organization's environmental policy, plans and actions. ISO 14001:2004 gives the generic requirements for an environmental management system. The underlying philosophy is that whatever the organization's activity, the requirements of an effective EMS are the same."

Two popular misconceptions exist among those unfamiliar with the ISO processes. First, some believe that ISO itself does certification. It does not. That function is performed by third-party organizations. Second, some believe that the focus of ISO is on final products, whether they be goods or services. ISO standards do not guarantee good outcomes; they guide

the development of good procedures. The assumption is that following good procedures will result in good outcomes, whether you're grafting roses, performing in vitro fertilization, casting widgets, or generating electricity.

So Who Cares?

With ISO 9001, the value of certification is immediately apparent. A certified widget maker is more likely to produce quality widgets than a non-certified competitor. And who wants to buy second-rate widgets? Early on, certification was an excellent tool for establishing differentiation in the marketplace. As that marketplace became more populated with certified companies, the competition moved to the

About ISO

The ISO's 17,000 International Standards and other documents range from standards for traditional activities such as agriculture and construction through mechanical engineering, manufacturing and distribution to transport, medical devices, information and communication technologies, and to standards for services and good management practice.

All ISO standards have three key features:

1. They apply general concepts to the specific business seeking certification during a needs-assessment process.
2. They develop a management system based on those unique needs.
3. They utilize a system that provides ongoing improvement and monitors the program to ensure compliance.

Membership in ISO is open to the national standards institutes that are the most representative of standardization in their country. One such institute is allowed membership from each country.

Full members, known as member bodies, each have one vote, regardless of the size or strength of the economy of the country they represent. The United States is represented by the American National Standards Institute (ANSI).

Correspondent members are organizations within countries that do not yet have a fully-developed national standards activity. Correspondent members have no voting rights and do not take an active part in the technical and policy development work. However, they are entitled to observe any policy or technical body and be kept fully informed about the work that interests them.

Subscriber members are institutes from countries with very small economies that still wish to maintain contact with international standardization.

Individuals and individual enterprises are not eligible for membership but they can participate in ISO's by serving on national delegations and national committees that mirror the corresponding ISO technical committees. ■

longevity of certification, the “we’ve been better longer” line of reasoning.

But what’s the market value of ISO 14000 certification to an On-Site Power equipment manufacturer? Does a widget buyer really care if the widget factory adheres to sound environmental practices? Becoming certified can be a long, tedious, expensive process. It requires real commitment. Does the pay-back justify the investment?

There are three primary justifications for pursuing ISO 14000 certification. The first is that some customers really do care. Some of them care because they value environmental stewardship and they want to do business with other companies having the same values. Some of them care because they’ve sold themselves as environmentally responsible companies to their customers and doing business with other environmentally responsible businesses is part of that branding process.

The second reason is that your company may be one of those that values environmental stewardship. Whether you use this as part of your branding philosophy or simply have an environmental consciousness as part of your own ethics, ISO 14000

certification is a way to validate your intent.

As the green movement continues to grow over time, even companies that never particularly emphasized environmental awareness will likely become more environmentally conscious. Other matters, from lighting to hours of operation to trash disposal, became standardized within the business community. In much the same way a minimum level of environmental awareness will become the norm. Even for those businesses who have no intention of seeking ISO 14000 certification, the ISO 14004 document can help them become more environmentally responsible.

The third reason – and the one most closely associated with electrical generation – is that government regulations may require certification. Many governmental and pseudo-governmental agencies require ISO 14000 certification as a qualification for any company responding to a request for proposals, and certification will almost certainly be required by agencies overseeing activity in non-attainment areas (those that fail to meet government air quality requirements).

The ISO Web site mixes equal parts altruism, ambition, and pride to come up with further reasoning for a company to adopt ISO 14000 as a guide to its environmental policies. “Most managers will try to avoid pollution that could cost the company a fine for infringing environmental legislation. But better managers will agree that doing only just enough to keep the company out of trouble with government inspectors is a rather weak and reactive approach to business in today’s environment-conscious world.”

“The ISO 14000 standards are practical tools for the manager who is not satisfied with mere compliance with legislation – which may be perceived as a cost of doing business. They are for the proactive manager with the vision to understand that implementing a strategic approach can bring return on investment in environment-related measures.”

Recognizing the need for a demonstrated return on investment, ISO employs a systematic approach (ISO 14001:2004) that requires the organization to take a hard look at all areas where its activities have an environmental impact. And it can lead to



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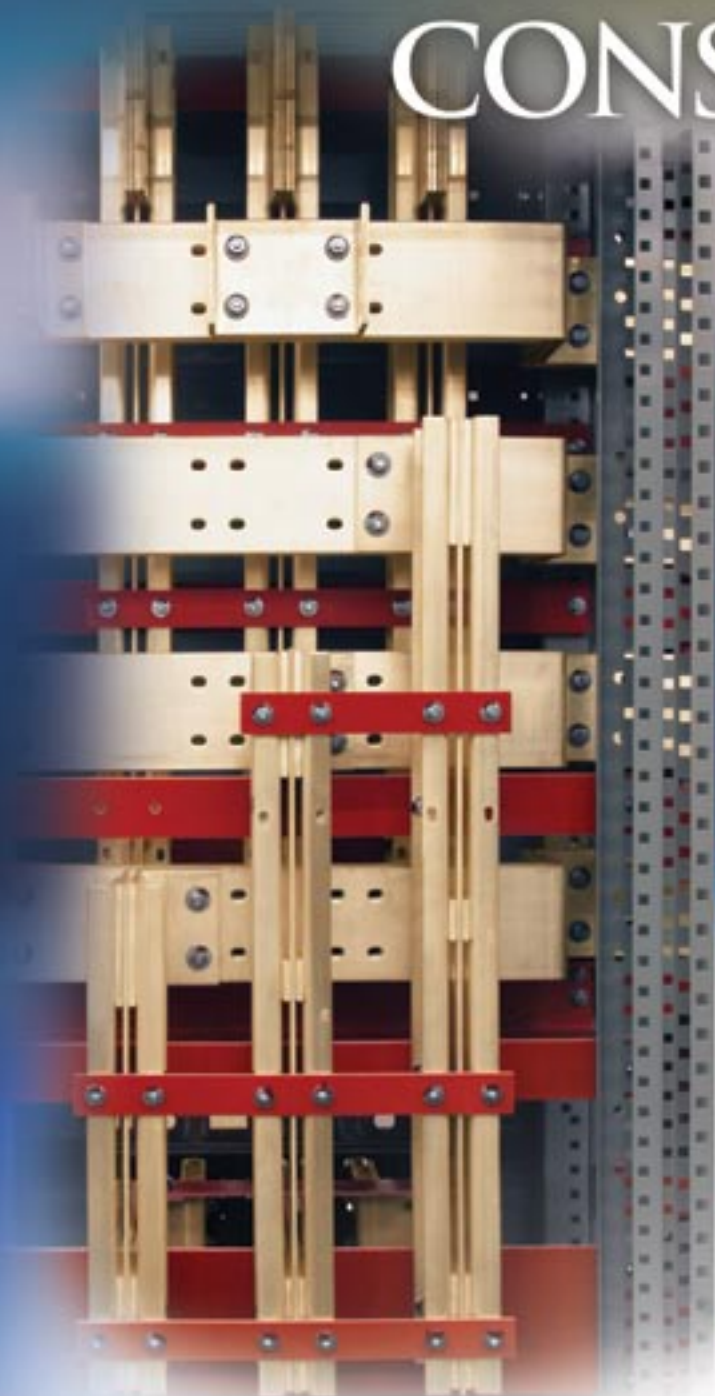
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benefits like the following:

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- improved corporate image among regulators, customers and the public;
- framework for continual improvement of environmental performance.

Studies will likely evolve to put numbers to these claims, but for now return-on-investment expectations require at least a small leap of faith.

How Big is Big Enough?

ISO claims that on a global basis, small-to-medium size enterprises (SMEs) account for 90 percent of all businesses. For that reason, they wanted to make sure ISO 14000 was scalable and could be applied to these smaller firms. Despite the applicability of these concepts to their operations, many SMEs don't try to develop an environmental management system, much less seek ISO 14000 certification. Why? Several reasons. They don't understand or they reject the important role SMEs play in environmental management. They lack the

resources to develop an EMS. They don't have the guidance and support they need to develop these plans.

The fundamentals of an EMS are the same regardless of the size of the company. In a special report in *ISO Management Systems* magazine (July-August, 2004) author Martin Baxter said the first step is to get a commitment from management by emphasizing the benefits of having an EMS, such as cost savings and risk management.

Next, establish a baseline of your company's existing management practices and environmental performance. Think about not only those areas over which you have control, but also those over which you have influence. You can, for example, ask suppliers to use recyclable shipping containers. Graphic tools may be helpful in this process of establishing a baseline, such as a map of the physical boundaries of your EMS or a flow chart of your business activities. This is also the time to identify the regulatory, legal, and other aspects of your environmental program and the agencies associated with those functions.

Follow this with a draft environmental policy, which need not be more than a

single page in length. If it's too specific, the policy will likely require frequent revision. Better to have something general enough to be flexible in its application without losing its effectiveness. Many smaller companies can develop a meaningful EMS by simply reducing their resource consumption and waste outputs.

The final step in preparing a basic EMS is to put numbers with everything you can. How many gallons of water does your business use in a month? How many tons or cubic yards of waste get hauled away? Don't overlook such things as fugitive dust and parking lot runoff. These can have significant environmental impact. You don't have to be an expert on these things. Vendors selling binding agents to reduce fugitive dust from access roads and parking lots, for example, can probably provide numbers based on the area to be treated and traffic volume. You will use these numbers to quantify the effectiveness of your EMS.

Once you have a plan in place, it's time to implement that plan. Solicit ideas from stakeholders, whether they are employees, neighbors, or suppliers, on ways to better manage your use of resources and to

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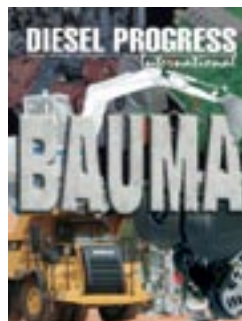
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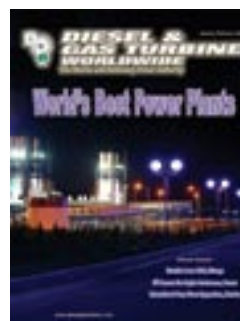
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reduce waste. Remember those numbers you painstakingly collected while designing your EMS? Keep an eye on them. As the numbers indicate progress in your environmental management program, celebrate your successes.

Do I Need a Consultant?

Can you do this yourself or will you need help? *ISO Management Systems* followed up that first article (see opposite page) with another special report in the September-October 2004 issue where author Matthias Gelber wrote on this subject. His advice is to first decide what your goal is for developing an EMS and possibly pursuing ISO 14000 certification, as we've already discussed. The ambition reflected in your goals will dictate the level of proficiency needed to attain those goals. If your goals are modest, you may have the necessary talent in-house to hit your targets.

If not, it's time to shop around for a consultant. Start with the same general qualifications you'd use in selecting any other vendor or consultant, such as reputation, pricing, and how closely the company's references match your business operations.

ISO 14000 Spotlight: MTU Onsite Energy

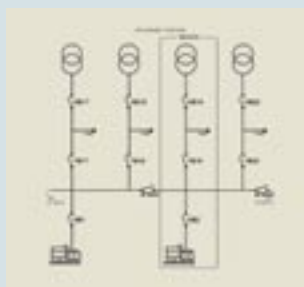
An ISO 14000 success story for the On-Site Power industry comes from MTU Onsite Energy Corporation, which was awarded an ISO 14001 environmental management system certification from LGA InterCert GmbH, a third-party auditor of quality and environmental systems. In developing its environmental management system, MTU Onsite Energy was required to create a comprehensive list of environmental aspects associated with its production activities and to identify those that could cause the most significant impacts to the environment. Procedures were then developed to minimize each aspect's impact on the environment. These procedures are being practiced and documented as set forth in the standard.

"Achieving ISO 14001 certification symbolizes our commitment to making our environment safer for our employees, customers and communities," said Kristine Eustice, Controlling Director and CFO of MTU Onsite Energy Corp. "We want the world to know that we are serious about taking care of the environment and that we will continue to improve our daily operations to reduce waste, recycle, conserve energy and conserve natural resources in an effort to make the world better tomorrow than it was yesterday."

The Tognum Group launched MTU Onsite Energy in September, 2008 to market its energy generation solutions. The company is the latest member of the Tognum Group to achieve ISO 14001 certification. Because it serves industries heavily regulated for environmental impact, Tognum includes environmental protection among its fundamental corporate objectives and maintains an environmental management system that ensures compliance with environmental regulations and statutes while achieving environmental targets. Products range from diesel generator sets for emergency power, base and peak-load duty to cogeneration plants based on gas engines, fuel cells and gas turbines. ■



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In addition, Gelber cites qualifications unique to ISO consultants. There are several, and it would be time well spent to read the entire article. (*Editor's note: It can be found online at <http://www.iso.org/iso/ims0405-implementing.pdf>.)* Among the

The new ISO 15000 could influence up to 60 percent of the world's energy demand.

lengthy list of qualifications, however, two stand out. First, avoid a consultant who doesn't tailor your EMS to your business. While a good plan is generic enough to not require constant updating, it should nonetheless deal specifically with the unique nature of your business. "Therefore, watch out for the consultant who wants to sell you his 'one size fits all' manual," Gelber writes.

Second, avoid a consultant who offers to provide both a plan and certification. "If you are offered a consulting and certifica-

tion package," Gelber explains, "do not buy it as it is not in line with the requirement for independence with regard to consulting and third party certification!"

Make sure that you remain in control of your EMS; don't cede control to the consultant's firm or any other entity outside your corporate structure. And be sure that you have ownership of all the outputs from the EMS. If you're going to devote your resources to the task of developing a comprehensive EMS, you should retain clear ownership of the end product.

Even if you decide to use a consultant, look around internally for staffers with the interest and ability to make meaningful contributions to your EMS.

ISO & On-Site Power: What's Next?

Over the past 60 years, ISO standards have laid the groundwork for establishing processes to ensure quality and protect the environment. Now, the new ISO 15000 energy management standard is expected to achieve major, long-term increases in energy efficiency.

In March 2007, the United Nations Industrial Development Organization (UNI-

DO) hosted a meeting of experts, including representatives from the ISO Central Secretariat and nations that have adopted energy management standards. That meeting led to submission of a UNIDO communication to the ISO Central Secretariat requesting that ISO consider undertaking work on an international energy management standard. Discussions between U.S. experts and the American National Standards Institute (ANSI) led to a formal proposal for ISO to establish a committee on this subject.

In February 2008, the Technical Management Board of ISO approved the establishment of a new project committee (ISO/PC 242—*Energy Management*) to develop the new ISO Management System Standard for Energy. The intent of the new Management System was to counter the proliferation of individual nations' energy management standards.

The development work of ISO 15000 will be carried out in a new ISO committee, PC 242 *Energy Management*. The American National Standards Institute (ANSI) will serve as the committee Secretariat in partnership with Associação Brasileira de Normas Técnicas (ABNT). ISO 15000 will

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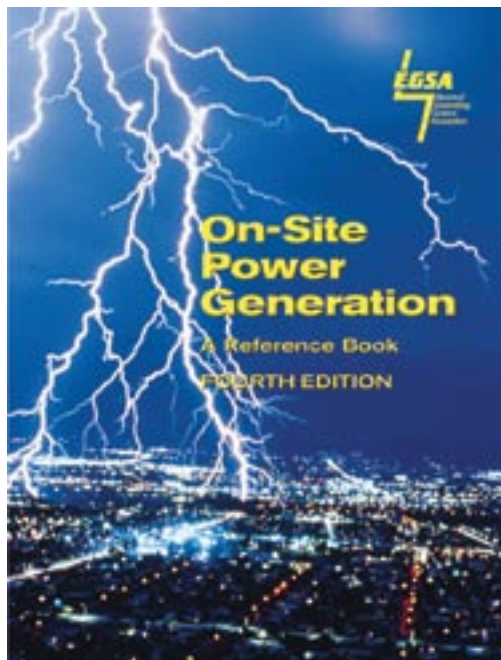
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establish an international framework for industrial plants or entire companies to manage all aspects of energy, including procurement and use. The standard will provide organizations and companies with technical and management strategies to increase energy efficiency, reduce costs, and improve environmental performance.

Based on broad applicability across national economic sectors, the standard could influence up to 60 percent of the world's energy demand. Corporations, supply chain partnerships, utilities, energy service companies, and others are expected to use ISO 15000 as a tool to reduce energy intensity use and carbon emissions in their own facilities—as well as those belonging to their customers or suppliers—and to benchmark their achievements.

As part of the standard development process, ISO/PC 242 will define relevant terminology, develop management system requirements and provide guidance for use, implementation, measurement, and metrics associated with the standard. To provide compatibility and integration op-

portunities with other management systems, it is anticipated that the standard will foster the same management system principles of continual improvement as employed in ISO 9001 and ISO 14001.

The future standard will provide organizations and companies with a recognized framework for integrating energy efficiency into their management practices. Multi-national organizations will have access to a single, harmonized standard for implementation across the organization with a logical and consistent methodology for identifying and implementing energy efficiency improvements.

The Never-Ending Journey

ISO certification, whether for quality assurance, environmental stewardship, or energy management, has often been compared to an epic journey. The process identifies a starting point and provides a direction in which to proceed. Can the ISO 14000 certification seeker then be compared to Odysseus? (Editor's note: according to Homer's classic tale of Greek mythol-

ogy, Odysseus took 20 years to reach his home in Ithaca following the conquest of Troy.) At the end of years of high adventure, will you arrive at your destination?

No. The analogy is imperfect. While most journeys have defined starting and end points, an ISO trip does not. One of the key concepts of ISO certification is that improvement is an ongoing process. Whether the improvement is to quality, environmental practices, or energy usage, the process is continual and an end is never in sight. Your stakeholders don't care that you lack a destination. They expect you to embark on the journey anyway. Like Odysseus, you will have to meet each challenge with cunning, wit, and strength. Unlike Odysseus, you'll never return to the exact point from which you started. But then, that's the whole idea. ■

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Winn-Dixie Stores, Inc. Installs Standby Power for Outages

After Hurricane Katrina ravaged the U.S. Gulf Coast in 2005 (particularly historic New Orleans), local residents, government officials and businesses longed to regain some sort of normalcy after experiencing the most destructive natural disaster in U.S. history.

Winn-Dixie Stores, Inc., one of the nation's largest food retailers, was able to react swiftly in the Big Easy since the Jacksonville, Fla., company already had begun an aggressive program which allowed them to rebuild damaged grocery stores quickly in the event that a hurricane or other natural disaster caused them to close.

New Orleans East, one of the hardest hit areas of all, marked a significant milestone in October, 2007, with the grand reopening of Winn-Dixie's New Orleans East Store during a historic remote NASDAQ opening bell from the rebuilt location. It marked the first NASDAQ remote opening ceremony from a grocery store and the first ever in Louisiana.

The 50,709-square-foot location was the first full-service grocery store to return to the storm-ravaged community and the company took the opportunity to build a prototype store that showcased all of its latest standby power design concepts.

One less visible but extremely important addition is a 600 kW diesel generator from Cummins Power Generation Inc. that is capable of providing electricity to the entire store in the event of a power outage. The standby generator features a wireless monitoring system that links the generator set with cellular and satellite networks. The standby generator, complete with Automatic Transfer Switches (ATS) and a 3,600-gallon sub-base fuel tank, sits atop an eight-foot-high, flood-protected platform.

According to Shawn Sloan, director of energy for Winn-Dixie, the complete reconstruction of the New Orleans East store is part of a multi-phase effort in Alabama, Florida, Louisiana and Mississippi to upgrade nearly 500 stores by 2012.

"When natural disasters strike, a fully powered retail grocery location plays a critical role in devastated communities," Sloan said. "These standby generators will enable our stores to remain fully operation-



al—providing refrigeration, lighting and business services—in the event of a natural disaster or power outage."

Aggressive Delivery Schedule

Cummins Power Generation worked with its distributor, Cummins Power South LLC, as the primary equipment and service supplier, and Preservation Power LLC, the firm selected by Winn-Dixie to manage the project, to meet an extremely aggressive schedule for the first two phases of the project. Due to the program's magnitude, the project necessitated a "total team approach," according to Ted Jonczak, President of Preservation Power, since it involved understanding engineering, permitting, construction and compliance regulations across four different states.

In addition, Cummins and Preservation Power teamed up to assist Winn-Dixie in solving a number of store energy load management issues, resulting in substantial cost savings.

While Preservation Power and its subcontractor, Chain Electric, helped expedite permitting and commissioning, Cummins was able to compress the delivery schedule on the 600 kW diesel unit to help the project set a record from order placement to commissioning and operation. Cummins Power South will continue to provide service and technical support on the nearly 100 completed generator installations to date.

Standby power for the New Orleans East store and a number of other Winn-



Dixie stores along the Gulf Coast was put to the test with an active hurricane season. While multiple Winn-Dixie stores experienced outages, all of the generator sets kept the stores powered up throughout the storms. For more information, visit www.cumminspower.com. ■

The 600 kW generator is capable of providing electricity to the entire Winn-Dixie store in the event of a power outage. The generator is housed in a quiet, weatherproof container and sits atop an eight-foot-high, flood-protected platform (bottom photo).

Preventing Price Objections

By Dave Kahle, "The Growth Coach"

Your price is too high! The infamous price objection. Wouldn't sales be a great profession if we could somehow get rid of that expression and never hear it again?

Unfortunately, that will never happen. Too many of the people with whom we deal are paid to get the best deal they can. And that means asking for a better price, even when they know they are getting a great deal. And, human nature being what it is, it's only natural for many people to try to get the best price that they can.

That being said, it is still possible to reduce the number of times we hear it, and, perhaps more importantly, it is possible to reduce the intensity of the comment. In other words, we may still hear it, but many of our customers won't mean it as intensely as they once did.

About the Author

Dave Kahle is a consultant and trainer who helps his clients increase their sales and improve their sales productivity. Dave has trained thousands of salespeople to be more successful in the Information Age economy. He is the author of over 500 articles, a monthly e-zine, and six books. You can join Dave's "Thinking About Sales Ezine" on-line at www.davekahle.com/maillinglist.html. ■

While we can't control our customers, we can control our behavior. And many times it's our behavior that prompts the customer to ask for a discount. By changing our behavior, we can impact the customer. Here are five specific strategies to help you prevent the price objection, by focusing on our behavior.

Look like you are worth more

Our appearance impacts the customer's subconscious view of our value. If we look like we don't value ourselves, it's natural for the customer to assume the same about our product.

I will never forget a salesperson for one of my clients who came to see me, concerned about the pressure his company was putting on him to get results. He chewed tobacco and had the yellow teeth and spots on the leather vest he wore to confirm that. A wrinkled pair of blue jeans topped a pair of dusty cowboy boots. He looked like a reject from a consignment shop. His appearance screamed "cheap."

If you look confident, competent and successful, you send the subtle message to your customer that you, and your offering, is worth a little more. You just look like you are less likely to discount your price in order to get the order. Practically speaking, that means to dress like your

customer, only a little better. Project a demeanor of a successful, confident salesperson.

Believe in your price/value relationship

Do you believe that your offer represents a good value to the customer? If you don't, it will be difficult for you to convince the customer of it. You don't have to believe that your product is the best or that your company is the best. You just have to believe that it is a good value, giving the customer his or her money's worth. More people buy Fords than buy BMWs. It's not about being the best; it's about a good value.

This can be difficult if you, in your personal life, are a bargain shopper. If you refuse to pay the asking price for anything and won't buy it if it's not on sale, then you'll have a difficult time convincing your customer to pay the full price for what you are selling.

Your core beliefs will influence your behavior, and be communicated to the customer in a number of subtle ways.

To counteract that tendency, carefully examine the offer you are making from the customer's point of view. Do whatever it takes to convince yourself that it is a good value to the customer, worth every penny the customer will pay.



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Don't inadvertently sow the seeds

Sometimes we can blindly sow the seeds of discontent with our stated price by our poor choice of language. For example, when we say things like, "This is our retail price," "This is our rack rate," "This is list price," or other such terms, we immediately convey to the customer that there are other, lower prices, available.

We have inadvertently encouraged the customer to ask for a discount. The word "price" doesn't need an adjective to describe it.

Don't advertise your willingness to discount

Sometimes, in our eagerness to make the sale, we advertise our willingness to make price concessions in order to secure the business. We say things like, "We'd be happy to discuss pricing with you." Or, "We may be able to do better." Or, "If you give me the last look, I may be able to sharpen the pencil."

I was shopping for office space. As I looked through one location with my realtor, I asked the listing realtor what was

the lease rate. He told me, and in the same breath said, "But we're willing to work with you on that."

After hearing that, why in the world would I accept his original terms? He broadcasted his willingness to discount, and I'd be foolish not to take him up on it. By broadcasting your willingness to get the deal, you encourage the customer to ask for price deviations.

Be careful about discounting.

If you discount your prices in response to a customer's request, on even one occasion, you have conveyed to the customer the idea that your quoted price is not your final price. Now, forever in the future, the customer will remember that you can discount when pressed. He will, therefore, press for discounts.

If, however, you never discount from your quoted price, you convey that there is some integrity in your pricing, and that you are quoting him your best price from the beginning.

It's OK, on some occasions, to walk away from a piece of business rather than

to discount in order to get it. The net impact is that the customer respects your pricing, and is less likely in the future to ask for a discount.

If you get almost every deal, your prices aren't sufficiently high. You need to lose some in order to gain the customer's respect as well as a sense of where the market price is.

I've often thought that the idea of asking for the opportunity for a "last look" -- which most salespeople strive for and proudly proclaim as proof of a good business relationship -- is merely another way of saying that you'll discount the most. Why would the customer give you a "last look" if he wasn't expecting you to discount some more?

It's so easy to complain about the customer and the constant pressure to reduce our prices. It's the thoughtful salesperson who understands that our own behavior can often be the cause of the price objection. Change your behavior, and you'll improve your results. ■



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Kinsley Power Systems Takes Lead in Promoting EGSA Certification

Kinsley Power Systems has taken up a challenge by the Electrical Generating Systems Association (EGSA) to actively support its Generator Technicians in their pursuit of EGSA Certification. All ten of Kinsley's first ten Field Service Technicians to sit for the EGSA Certification exam have achieved certification.

Kinsley Power Systems recognized the competitive advantages and industry recognition associated with EGSA certification at a time when there were just 97 technicians certified nationwide. The "EGSA Certified Generator Technicians" patches and vehicle graphics are a proud display of highly trained and professional technicians that present mastery in their field and value to their customers, clients and co-workers.

Kinsley technicians began the process of certification through the purchase of the EGSA's study guide and six months of structured study, scheduled review and additional training. Recognizing the competitive advantage that EGSA Certified

Technicians could provide Kinsley in the Northeast, Kinsley Power Systems worked with Ferris State University and Springfield Technical Community College located in Springfield, MA to help create one of the first EGSA testing centers in the Northeast.

The ten Field Service Technicians were selected to participate in the certification process on the basis of their time in the industry, overall field service performance and Kinsley Power's own rigorous in-house testing and scoring regimen. All ten technicians passed the EGSA certification and now proudly wear the EGSA logo on their uniforms and vehicles as visible evidence of their achievement. This graphic representation of EGSA Certification will now be recognized and acknowledged by Kinsley Power Systems' customers throughout the Northeast.

Founded in 1964, Kinsley Power Systems has grown into a comprehensive power solutions company serving the Northeast. Working with customers large and small, our goal continues to be a leader in the industry while being recognized as an

employer of choice. EGSA certification is a proud display of both. For more information, visit www.kinsleypower.com.

All American Semiconductor Opens New 'Solutions Center'

All American Semiconductor has opened a new Power Conversion Solutions Center (PCSC) in Oakland, CA. The PCSC is U/L and TUV safety certified as a secondary manufacturing facility for Mean Well's Modular Series of configurable mid-power (450 Watt to 1200 Watt) AC to DC power supplies.

The PCSC provides services ranging from designing complicated power systems, custom PCBs and custom enclosures, to building configured units, or providing a simple solution such as customized testing and labeling. All American offers a broad line of both AC to DC and DC to DC power conversion products, and has thousands of part numbers in stock to provide "off the shelf" solutions. For more information visit www.allamerican.com.

Seeking Manufacturer Principals

Aggressive Mid-South area Manufacturer's Representative firm is seeking quality onsite power equipment products to complement their lines.

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Florida's FPL Breaks Ground on New Solar Hybrid Plant

Florida Lt. Gov. Jeff Kottkamp and local community leaders joined officials of Florida Power & Light Company (FPL) recently to break ground on FPL's Martin Next Generation Solar Energy Center, which will be the world's first hybrid solar energy plant and the first utility-scale solar facility in Florida.

With Florida and the nation facing the twin challenges of climate change and energy security, FPL's new 75-megawatt Martin Next Generation Solar Energy Center marks an important early step in Florida's quest to use more sun to power the Sunshine State.

"Florida's future growth and economic strength depends on how we address climate change, and we know we can reduce greenhouse gases by using fewer fossil fuels and more natural energy sources like solar," said Florida Governor Charlie Crist. "This solar facility is a significant step in that direction."

As the world's first hybrid solar facility to combine a solar-thermal field with a

combined-cycle natural gas power plant, the Martin Next Generation Solar Energy Center will use less fossil fuel when heat from the sun is available to help produce the steam needed to generate electricity. This innovative technology will help protect customers from volatile fossil fuel costs as it reduces Florida's carbon footprint. The solar facility will consist of approximately 180,000 mirrors over roughly 500 acres of land at the existing FPL Martin Plant location.

The Martin Next Generation Solar Energy Center will provide enough power to serve about 11,000 homes. Over 30 years, the solar facility will prevent the emissions of more than 2.75 million tons of greenhouse gases, which is the equivalent of removing more than 18,700 cars from the road every year for the life of the project, according to the U.S. Environmental Protection Agency. The implementation of solar thermal technology will also decrease fossil-fuel usage by approximately 41 billion cubic feet of natural gas and more than 600,000 barrels of oil.

The facility will be the nation's second-largest solar energy facility when it is fully

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operational in 2010. The Martin facility is the largest of three solar projects FPL is building in Florida. With a combined total of 110 megawatts of emissions-free energy,

Continued on page 33

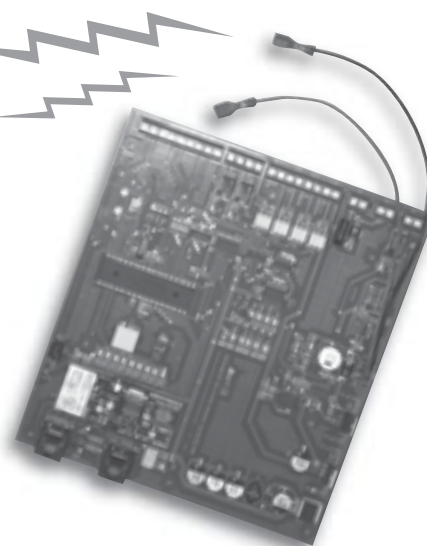
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Energize Your Career With An On-Site Power Education

Whether you are a newcomer to the On-Site Power Generation Industry or a veteran already working with power generation technology, EGSA's On-Site Power Generation Schools offer you comprehensive information you won't find anywhere else.

While newcomers receive an outstanding introduction to On-Site Power Generation Systems, veterans tell us that our schools provide a great and very meaningful review of critical material. Everybody benefits by getting the most up-to-date information available that is presented by seasoned professionals from some of the biggest companies in the industry.

From voltage regulators to transfer switches to sizing and service, we cover it all in one event. And every student receives a copy of EGSA's 597-page *On-Site Power Generation Reference Book* (a \$225 value) and extensive handout materials.

What's more, you can tailor your On-Site Power education by choosing to attend our "Basic School" (a general, but still technical, overview of On-Site Power Generation equipment designed for non-technical personnel) or our "Advanced School" (a more highly technical and in-depth coverage of On-Site Power Equipment).

With our Continuing Education Unit program, you can earn up to 3.1 CEUs. By earning CEUs you can not only take pride in your accomplishments and knowledge, our CEUs might give you an advantage during your next performance review and your employer will know that the investment in your training has been money well spent. When you register for the school, be sure to sign up to take the Continuing Education tests.

For complete information on EGSA's On-Site Power Schools—including a schedule and registration materials—and full details on our Continuing Education program, visit us online at www.EGSA.org.

Electrical Generating Systems Association
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Application for Membership

ELECTRICAL GENERATING SYSTEMS ASSOCIATION

1650 South Dixie Highway, Suite 400 , Boca Raton, FL 33432 • (561) 750-5575 • FAX (561) 395-8557

E-Mail: e-mail@egsa.org • World Wide Web: www.egsa.org

EGSA's mission is to bring together representatives of the various segments of the On-Site Power Industry, to learn, share ideas and experiences, advance the science of On-Site Power generation, improve performance and profitability of members, and the quality of service to power users.

1. Contact Information

Please type or print all information in upper and lower case (NOT ALL CAPS!)

Company _____

Address _____

City _____ State/Province _____

Zip/Postal Code _____ Country _____

Phone _____ FAX _____

Official Representative _____ Title _____

Representative's E-Mail _____ Company's Web Address _____

How did you hear about EGSA? ☐ Web site ☐ Powerline magazine ☐ Colleague ☐ POWER-GEN ☐ Other _____

Why are you joining EGSA? ☐ Certification Program ☐ CEU Program ☐ Power Schools ☐ Buyers Guide Listing ☐ Other _____

2. Member Classification

Read the Membership classifications below and check the box that describes your firm's classification.

I. FULL MEMBERSHIP

☐ MF **Manufacturer Membership**

Any individual, sole proprietor, partnership or corporation seeking membership must apply for a Full Membership as a manufacturer if they meet one or more of the following criteria:

1. They manufacture prime movers for power generation.
2. They manufacture generators or other power conversion devices producing electricity.
3. They manufacture switchgear or electrical control devices.
4. They manufacture or assemble generator sets, UPS systems, solar power, hydropower, geothermal, or any other power production or conversion system including related components or accessories for national or regional distribution.
5. They are a wholly owned subsidiary of a firm which qualifies under rule one through four.

☐ DD **Distributor/Dealer Membership**

Any individual, sole proprietor, partnership or corporation actively engaged as a distributor or dealer for products listed under Manufacturer Membership may apply for Full Membership as a Distributor/Dealer. If an organization qualifies under Manufacturer Membership, it is not qualified under this section.

☐ CI **Contractor/Integrator Membership**

Any individual, sole proprietor, partnership or corporation actively engaged as a Contractor or Equipment Integrator of products listed under Manufacturer Membership, not brand by brand, geographic territory or contractually obligated as a Distributor/Dealer of a specific product. These firms typically purchase products from a Distributor/Dealer, Manufacturer or Retailer, adding value through installation, product knowledge, relationships, unique services, etc., and then re-sell the resulting product to an end-user.

☐ MR **Manufacturer's Representative Membership**

Any individual, sole proprietor, partnership or corporation actively engaged in the representation of products listed under Manufacturer Membership may apply for Full Membership as a Manufacturer's Representative. If an organization qualifies under Manufacturer Membership, it is not qualified under this section.

☐ EM **Energy Management Company Membership**

Any individual, sole proprietor, partnership or corporation engaged in energy management, including Energy Service Companies (ESCOs), Independent Power Producers (IPPs), Integrators, Aggregators, and other similar enterprises may apply for Full Membership as an Energy Management Company.

☐ **Associate Full Membership** (mark appropriate category at right)

Any individual, sole proprietor, academic institution, student, partnership or corporation meeting the requirements of Associate Regular Membership may apply for Full Membership at their option to enjoy the privileges of Full Membership, including the rights to vote and to serve on EGSA's Board of Directors. Initiation fees and annual dues will be assessed at the existing non-manufacturers' Full Member rates.

II. ASSOCIATE REGULAR MEMBERSHIP

☐ AA **Trade Publication Membership**

Any trade publication dealing with the electrical generating systems industry or its suppliers may apply for Associate Membership—Trade Publications.

☐ AB **Trade Association Membership**

Any trade association made up of individual or company members sharing a common interest in the electrical generating systems industry may apply for Associate Membership—Allied Associations.

☐ AC **Engineer Membership**

Any consulting or specifying engineer may apply for Associate Membership—Engineer. Membership may either be held in the employer's name or individual's name under this classification. Individuals whose employer qualify as a Full Member, as described in the Full Membership section, do not qualify for this category.

☐ AD **End-User Membership**

Any individual employee of a company who owns or operates electrical generating equipment and/or related switchgear or components, whose responsibility to his employer includes planning, design, installation, supervision, or service of such equipment may apply for Associate Membership—User. Membership may either be held in the employer's name or individual's name under this classification. Individuals whose employer qualify as a Full Member, as described in the Full Membership section, do not qualify for this category.

☐ AE **Service Membership**

Any individual, organization or academic institution that offers services such as research, testing or repair to the electrical generating systems industry may apply for Associate Membership—Services. Membership may either be held in the individual's name or the organization's name under this classification. Individual companies whose employer or parent organization qualifies as a Full Member, as described in the Full Membership section, do not qualify for this category.

☐ AG **Educational Institution Membership**

Any postsecondary vocational-technical school or college offering on-site power generation-related instruction may apply for Associate Membership—Education Institution.

☐ AR **Retiree Membership**

Any individual who retires from a member company may apply for Associate Membership—Retired. This classification does not apply to any individual who is employed more than 20 hours per week.

☐ AF **Student Membership**

Any individual currently enrolled at an academic institution may apply for Associate Membership—Student.

Application for Membership – page 2

Dues Schedule (Use for Section 3)

	Annual Dues	Initiation Fee	TOTAL
Manufacturer.....	\$825	\$200	\$825
Energy Management Companies.....	\$825	\$200	\$825
Distributor/Dealer.....	\$285	\$100	\$285
Contractor/Integrator.....	\$285	\$100	\$285
Manufacturer's Rep.....	\$285	\$100	\$285
Regular Associate Member.....	\$200	\$0	\$200
Full Associate Member.....	\$285	\$100	\$285
Retiree Member.....	Complimentary	\$0	\$0
Student Member.....	Complimentary	\$0	\$0

**Initiation Fee is
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NOTE: A FULL 12-MONTH DUES PAYMENT MUST BE RECEIVED WITH THIS APPLICATION. The Association's Membership Year is January 1 through December 31. Dues payments that extend beyond the first Membership Year will be applied to the second year's dues.

FULL PAYMENT MUST BE RECEIVED WITH APPLICATION.

3. Membership Dues (Please fill in the appropriate TOTAL amount from the above dues schedule.)

Membership Dues \$ _____
 Membership Plaque (optional)** \$ 39.95**
 On-Site Power Reference Book (optional)** \$ 125.00**
Florida Residents: Add 6.5% Sales Tax to ** items \$ _____
 Continental US Residents add \$5 shipping/handling to**items. \$ _____
 Non Continental US Residents should call EGSA
 Headquarters for shipping charges for **items. **TOTAL** \$ _____

4. Payment Method (Payable in US\$ drawn on U.S. bank, U.S. Money Order, or American Express)

☐ Check # _____ Amount \$ _____
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5. Products/Services Please describe the nature of your business (50 words or less, NOT ALL CAPS). If you are a Manufacturer's Representative or Distributor, please indicate for manufacturers you represent and/or distribute for; if a student, please provide name and location of your school, your major and your anticipated graduation date:

Do you buy AND sell equipment? ☐ Yes ☐ No

Do you manufacture packaged equipment? ☐ Yes ☐ No

Available Codes:

01 ---Batteries/Battery Chargers	09 ---Generator Laminations	19 ---Silencers/Exhaust Systems/Noise Abatement
02 ---Control/Annunciator Systems	10 ---Generator Sets	20 ---Solenoids
29 ---Education	11 ---Generators/Alternators	21 ---Switchgear and Transfer Switches (Automatic or Manual), Bypass Isolation Switches, and/or Switchgear Panels
30 ---Emission Control Equipment	12 ---Governors	22 ---Trailers, Generator Set
04 ---Enclosures, Generator Set	13 ---Heat Recovery Systems	23 ---Transformers
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07 ---Engine Starters/Starting Aids	16 ---Motor Generator Sets	26 ---Voltage Regulators
08 ---Filters, Lube Oil, Fuel or Air	17 ---Radiator/Heat Exchangers	27 ---Wiring Devices or Receptacles
28 ---Fuel Cells	18 ---Relays, Protective or Synchronizing	
03 ---Fuel Tanks and Fuel Storage Systems		

Enter codes here:

Products sold: _____

Products rented: _____

Products serviced: _____

6. Sponsor(s): A "Sponsor" is an EGSA Member who interested you in filling out this application. It is not mandatory that you have a sponsor for the Board to act favorably on this application; however, if a Member recommended that you consider membership, we request that individual's name and company name for our records.

Sponsor Name _____ Company Name _____

7. Official Representative's Authorization

Signature _____ Date _____

Continued from page 29

the facilities will make Florida the No. 2 producer of solar energy nationwide and will avoid nearly 3.5 million tons of carbon dioxide over the lives of the plants.

In addition to the Martin facility, FPL will also build two other solar projects in Florida – one at NASA's Kennedy Space Center and the other in Desoto County. These facilities will add 35 megawatts of solar photovoltaic capacity to the state. Combined, these projects help strengthen FPL Group's position as the nation's clean energy leader.

More information about FPL's next-generation solar energy centers is available at www.fpl.com/solar.

Wärtsilä wins 5-year Argentine Operations/Maintenance Contract

Wärtsilä, a leading supplier of flexible power plants for the decentralized power generation market, has been awarded an operations and maintenance (O&M) contract by an Argentinean power plant customer. This agreement relates to a power plant currently being installed by Wärtsilä.

The operations and maintenance con-

tract has been agreed for a period of five years. Under the contract Wärtsilä will operate and maintain the power plant, which is being installed for the Mina Pirquitas mining project in the province of Jujuy, in the north of Argentina.

Wärtsilä is currently supplying equipment and engineering for this new baseload power plant, which will provide electricity for the mining activities. The delivery includes three Wärtsilä 18V34SG engines, which run on natural gas and have a total output of 15 MW.

Wärtsilä has already supplied Argentinean customers with power plants that produce a total of 51 MW of electrical power. For more information, visit www.wartsila.com.

GE Energy Ships 10,000th 1.5-Megawatt Wind Turbine

GE Energy has announced the shipment of its 10,000th 1.5-megawatt wind turbine, a global wind industry milestone. Over the past decade, GE's 1.5-megawatt machines have been installed in 19 countries and have accumulated more than 130 mil-

lion operating hours, producing more than 78,000 gigawatt-hours of cleaner, wind-generated electricity.

The 10,000th unit was shipped to FPL Energy, the largest U.S. generator of wind power, for the Ashtabula Wind Energy Center located in North Dakota.

GE's fleet of 10,000 1.5-megawatt machines can power more than five million homes and produce more than 50 million megawatt-hours annually. Compared to other power generation sources, this represents a savings of more than 27 million tons of CO2 emissions each year, the equivalent of removing more than five million U.S. cars from the road.

GE Energy is one of the world's leading suppliers of power generation and energy delivery technologies. Based in Atlanta, Georgia, GE Energy works in all areas of the energy industry including coal, oil, natural gas and nuclear energy; renewable resources such as water, wind, solar and biogas; and other alternative fuels. For more information, visit www.ge.com. ■

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Stay on Top of Your Game with EGSA's Electrical Generator Systems Technician Certification Program



Think things move pretty fast in today's business world? Think how fast they'll be moving one, five or even 10 years down the road. That's why you need every advantage to stay on top.

It's no secret that technology is becoming more complex—not less—and that makes today's On-Site Power Generation System a lot more expensive. End-users—your customers—don't want just anybody with a basic knowledge of mechanics to install and maintain their equipment. They want to be confident that all work has been performed by qualified personnel. Suppliers want assurance that skilled technicians are performing maintenance and repairs to guard against unnecessary returns or warranty repairs.

As Good as Your Word

In the past, your word was the only assurance that your technicians are skilled and knowledgeable. But now, through EGSA's Electrical Generator Systems Technician Certification Program, there is a way that you can back up those words with objective evidence of your technicians' proficiency.

EGSA offers you a big advantage: For the first time in our industry, we have an objective and accurate way to determine generator technician proficiency. That means that the same standards will be used to measure the skills and knowledge of technicians from Maine to Manitoba and Mexico. Yes, Manitoba and Mexico! EGSA has determined that there is no reason why the test could not be fairly applied to any NAFTA technician.

What are the Benefits?

For the Employer, certification helps ensure that your technicians have the critical knowledge and skills to succeed in their jobs. And everyone will be comfortable knowing that your certified technicians' expertise has been confirmed by the industry organization through a program

that was developed by a university. Encouraging and helping your technicians become certified signifies your commitment to the highest of standards. Plus, it lends an added level of credibility to your firm and can sharpen your competitive edge. Employing certified techs will promote customer satisfaction and you won't have to be shy about offering assurance that your techs are qualified. Certification can also help you select potential new hires, analyze job performance, evaluate employees and motivate technicians to enhance their skills and knowledge.

Think about the message that certification sends to those with whom you do business. Why would anyone want a technician who isn't certified performing critical maintenance or repair tasks? Employing certified technicians gives you an added tool with which to market your business.

As our members have said, "We've seen too many backyard mechanics damage expensive equipment. This program will provide credibility for my company and will help build pride and a commitment from technicians to be the best."



For the Technician

Certificate holders benefit too. Certification shows employers, clients, and associates that you are committed as a professional. It provides recognition of your knowledge and skill, shows your commitment to your profession and can help with job advancement. Certification is a mark of excellence that you carry with you everywhere you go.

Acquiring certification indicates that you have the knowledge and proficiency required to perform as an Electrical Generating Systems Technician professional. Becoming certified can increase your salary, enhance your skills, and make your job more satisfying.



Certification helps ensure that your technicians have the critical knowledge and skills to succeed in their jobs.

The Certification Test

EGSA collaborated with Ferris State University to develop the certification test and program. Through a scientific process, our panel of technical experts identified 12 duty areas (such as “Basic Electricity”) and 61 tasks (such as “demonstrate knowledge of AC electrical theory”) within the duty areas. The duty areas and tasks were ranked and rated in terms of their relative importance, the frequency with which a task is performed, and skill level (i.e. Senior/Expert; Intermediate; and Entry Level.) All this data was combined to develop the certification test that was then statistically validated through a pilot test taken by generator technicians from across the United States.

Who can take the Test?

There are no pre-qualifications for taking the EGSA Certification test. We recommend three or four years of field experience before taking the test. Technicians who have had formal education in On-Site Power Generation (a degree or certificate from a technical school or community college) may need less field experience. Those who pass the test will have a comprehensive knowledge of basic electricity, the functions of a gen-set’s mechanical and electrical components, the interactions and relationships among components and an understanding of various elements of the installation, service, maintenance, and repair of gen-sets and On-Site Power Generation Systems.



CERTIFICATION TESTING COVERS:

- Automatic Transfer Switches
- Communication & Documentation
- Engine Generator Instrumentation & Controls
- Multiple Generator Switchgear & Controls
- Troubleshooting System Problems
- Auxiliary Support Systems
- Basic Electricity
- Prime Movers
- Governors
- Voltage Regulators
- Generators/Alternators

Use the Study Guide to Prepare!

Use of the program’s Study Guide is an excellent way to help techs prepare for the test and should clearly indicate if they are ready to take (and pass) the certification exam. In addition to useful formula pages, the guide contains almost 200 multiple choice practice questions that cover all parts of the certification test. In addition to identifying the correct answer, the guide also indicates in most cases why a particular choice is correct

and why the others are incorrect. The Guide also identifies resource material where techs can get additional or more in-depth information about a given topic.

Need more information? Visit us online at www.EGSA.org to find extensive and detailed information about the certification program. Or contact EGSA Director of Education George Rowley via e-mail at G.Rowley@EGSA.org.

DISCLAIMER OF LIABILITY

Certified status is an indication that an individual has completed a combination of defined education, experience or examination requirements. However, Certification is not a guarantee or assurance of the competence or ability of any particular individual. Further, given the rapid changes in the field, the Electrical Generating Systems Association cannot warrant that the Examination and other Certification materials will at all times reflect the most current state of the art.

The Electrical Generating Systems Association disclaims liability for any personal injury, property or other damages of any nature whatsoever, whether special, indirect, consequential or compensatory, directly or indirectly resulting from the Certification Program or the acts or omissions of any person who has been Certified by the Electrical Generating Systems Association. In conducting the Certification Program, including issuing Certifications, the Electrical Generating

Systems Association is not undertaking to render professional or other services for or on behalf of any person or entity, nor is the Electrical Generating Systems Association undertaking to perform any duty owed by any person or entity to someone else. Anyone using the services of a person who has been Certified should rely on his or her own independent judgment or, as appropriate, seek the advice of a competent professional in determining the exercise of reasonable care in any given circumstances.

Electrical Generating Systems Association
1650 S. Dixie Hwy, Suite 400 • Boca Raton FL 33432
561-750-5575 • Fax: 561-395-8557 • www.EGSA.org



Director of Key Accounts

Western Branch Diesel, Inc., established in 1946, is looking for an experienced candidate in sales and management of personnel in addition to managing large accounts in the construction industry. This position is for Director of Key Accounts. Responsibilities include establishing new relationships with large accounts including owners and general contractors to grow Power Generation Division. Track and maintain projects on a nationwide basis. Oversee Key Accounts Managers; participate in trade shows and industry networking functions. Only experienced applicants will be considered. Please send resume to salesposition@wbdiesel.com or 12011 Balls Ford Road Manassas, VA 20109.

Kinsley Power Systems –Technical Sales

Position is for the Syracuse, NY & Rochester, NY territories. We're one of the largest power system companies in the northeast with a 40+ year reputation. Industrial sales- 6kW to 2800kW, including related equipment. Customer base includes engineers, electrical contractors, end-users, OEMs. Resumes to: shobbs@kinsleypower.com

Generator Set Sales/Service

Experienced sales/service engineer needed by southern California company to sell engine generator sets.

Please respond to J.Kellough@EGSA.org
(Reference PLND06JB-1).

Generator Service Technicians

Kinsley Power Systems is hiring Generator Service Technicians in various areas in the Northeast. The ideal candidates possess experience to perform service work on 8.5kW – 2,500kW generators. Experience working on these generators a plus: Kohler, Caterpillar, Katolight, Cummins and others. Candidates w/strong engine experience will be considered too. Resumes to: shobbs@kinsleypower.com

EMERGENCY POWER SYSTEM SPECIALISTS

Generator Technician—Experienced

Emergency Systems Service Company in Quakertown, PA, a leading provider of emergency generator sets, has an immediate opening for a technician with a minimum of three years diesel engine/generator set background/experience. Responsibilities will involve troubleshooting, repair and the planned maintenance services of generator sets and peripheral equipment. A neat appearance, clean driving record and good people skills are required. We offer a highly attractive compensation with an outstanding benefits package. A company vehicle and additional training provided. If you are interested in becoming part of our team, please call (215) 536-4973, ext. 25.

Generator Technician—Apprentice

Emergency Systems Service Company in Quakertown, PA, a leading provider of emergency generator sets, has an immediate opening for a person with a strong mechanical/electrical background interested in a career in the power generation service field. Responsibilities will involve minor troubleshooting, repair and the planned maintenance services of generator sets and peripheral equipment. A neat appearance, clean driving record and good people skills are required. An outstanding benefits package, company vehicle and additional training provided. If you are interested in becoming part of our team, please call (215) 536-4973, ext. 25.

Power Generation Field Service Manager

Ransome Cat, Caterpillar Dealer for PA, NJ and DE is seeking an experienced EPG/Commercial Marine Field Service Manager for South Jersey. Responsibilities include scheduling and dispatching technicians to perform daily service/repairs. Responsible for the parts and service operation including: planning, developing, and organizing workforce to meet projected sales volume, required profit, and customer satisfaction. Previous EPG or Marine experience required. Electrical or Mechanical Engineering Degree preferred. If you are interested in becoming a part of our team, please e-mail resume to HR@ransome.com. Fax: 215-245-2914. www.ransome.com AA/EEO

Rental Sales Position

KELLY GENERATOR & EQUIPMENT, INC., the mid-Atlantic leader in standby electrical generators is seeking an experienced and successful Rental Sales Person to join our team. We are a full service distributor of emergency standby and prime power located in Delaware, Maryland, Northern Virginia, West Virginia and Washington, D.C.

Develop strong relationships with electrical and general contractors, home builders, event companies, industrial and commercial end users and rental houses. We are ready to hire someone who will focus on the rental (and sales) of mobile generator sets as well as renting load banks. We are offering a base salary, commission, bonus plan and full benefits. Please FAX resume to Deborah Kelly at 410-257-5227.

EGSA Job Bank Guidelines—EGSA will advertise (free of charge) EGSA Member company job openings in the Job Bank. **Free use of the Job Bank is strictly limited to companies advertising for positions available within their own firms. Companies who are not members of EGSA and third-party employment service firms who service our industry may utilize the Job Bank for a \$300 fee.** Blind box ads using the EGSA Job Bank address are available upon request; company logos may be included for an additional fee. EGSA reserves the right to refuse any advertisement it deems inappropriate to the publication. Please send your classified ad (limited to about 50 words) to: EGSA Job Bank, 1650 S. Dixie Hwy, Suite 400, Boca Raton, FL 33432. Or, send it via e-mail it to: J.Kellough@EGSA.org

Generator Field Technician

KELLY GENERATOR & EQUIPMENT, INC., has an immediate opening for a Generator Technician. We are located and operate in the mid-Atlantic region: Delaware, Maryland, Virginia, West Virginia and Washington, DC. Must have a High School Diploma (Vocational or GED), a minimum of 3-5 years experience servicing industrial generator sets and associated equipment. Must be able to service, repair and troubleshoot the engine, as well as the alternator end of the equipment. Begin work with little or no supervision. MILITARY A PLUS! We offer factory training on the lines we represent as well as "in house" training. Full benefits include a company vehicle, medical, dental, vision 401(k) and profit sharing. FAX resumes to 410-257-5227 or e-mail to contactus@kge.com.

Technical Services & Product Manager

Shindaiwa Construction Products, Oregon-based manufacturer of kWiet Power mobile generators has an opening for a Technical Services & Products Manager. We are seeking a well-qualified individual with technical and product support experience with **prime power mobile generators**. For a complete job descriptions, visit www.shindaiwa.com.

Power Systems/Service Sales

Johnson & Towers, Inc. South Jersey/Philadelphia/Delaware to acquire new service accounts for generators and power system installations. Power Systems experience preferred. Excellent salary and benefits for the right person. EOE. Fax resume to 410-687-4743 or email rdiem@johnsontowers.com.

Generator Field Technician

PM Technologies, LLC has several immediate openings for Generator Technicians. We are located and operate in Michigan, Ohio and Northern Indiana. High School diploma or equivalent a must. Military experience a plus. Must be able to troubleshoot and repair the engine (diesel and gaseous) as well as the generator end. Customer interaction will be required on a daily basis. We need highly motivated, self sufficient people to assist in growing our expansion efforts at new branch locations. Benefits include company vehicle, 401k, health, dental and vision coverage's as well as paid bonuses for new account procurement. Please Fax resumes to 248.374.6408 or email to dpopp@pmtech.org

Generator Service Technician

Generator/Energy Systems Distributor, Service and Installation Company has an immediate opening for a technician with advanced knowledge of standby generator systems, including auto-switchgear, diesel and gas fueled engines. Candidate must be knowledgeable in 12 & 24 VDC controls, to include troubleshooting and repair. Pay commensurate with experience. Please forward resumes to J.Kellough@EGSA.org (Reference PLND08JB-9).

Generator Field Technician

A fast growing Utah based standby power company has an opening for a full-time field technician to perform routine generator and transfer switch preventative maintenance, troubleshooting, repair work, and startups. Prior field experience in the generator standby power industry is required. Must have a good driving record, be clean cut, and be drug free. Competitive wage, benefits, company cell, and company truck are available for a qualified individual. Please fax resume to 801-544-7010.

Don't be left in the dark.



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EM=Energy Management Co. AA=Trade Publication AB=Trade Association AC=Engineer
AD=End-User AE=Service AG=Educational Institution AR=Retiree AF=Student

American Power Equipment (DD)

Ansonia, OH
(866) 994-7697 Fax: (937) 547-9884
Contact: Rick Kremer, President
Business: Generator sales - anything under 400 kW. Perkins, John Deere, Cummins, Yanmar engines.

Crass, Daniel (AF)

Kimberly, WI
(715) 490-1380
Contact: Daniel Crass, Student

Diesel Radiator Company (MF)

Melrose Park, IL
(708) 345-9244 Fax: (708) 345-2194
Contact: Lisa Burkhart, Vice President
Business: Diesel Radiator Company is a leading cooling system manufacturer for the power-gen industry. Our experienced engineering staff is available to assist with new designs or troubleshoot existing challenges. We offer standard product lines, custom-designed radiators, and mounting and pipe kits to meet specific customer requirements.

Hapco, Inc. (DD)

Kent, OH
(330) 678-9353 Fax: (330) 677-8282
Contact: Charles T George, CEO
Business: Sales and service of Honda, Gillette and Guardian generators.

High Velocity Communications (AE)

Waukesha, WI
(262) 544-6600 Fax: (262) 544-9777
Contact: Mark McNeely, Publisher/Acct. Sup.
Business: High Velocity Communications Inc. (HVC), is a custom-magazine publisher and marketing communications services provider. The company publishes more than 15 corporate-sponsored magazines in key industries, including construction, power generation, oil & gas and the automotive aftermarket.

Innovative Electrical Technology . . . (MR)

Swisher, IA
(319) 857-5560 Fax: (319) 857-5561
Contact: Larry Serbousek, Co-Owner
Business: We represent ABB, Enercon, Shallbetter, Lake Shore, Eaton, Powerware.

Kasprzak, Dan (AF)

Eagle, WI
(414) 588-5220
Contact: Dan Kasprzak, Student

Kastning, Mark (AF)

Appleton, WI
(920) 277-6585
Contact: Mark Kastning, Student

Mecc Alte Inc. (MF)

McHenry, IL
(815) 344-0530 Fax: (815) 344-0535
Contact: Tom Weber, Managing Director
Business: Alternator sales .5KVA thru 3000KVA, Pancake, Light Tower, PTO's, 400 Hz, Marine, Rail, 2 pole and 4 pole.

Oyen, Shane (AF)

Neenah, WI
(608) 732-4761
Contact: Shane Oyen, Student

Power Products, Inc. (MR)

Collierville, TN
(901) 854-6040 Fax: (901) 854-9045
Contact: Jerry Severin, President
Business: Power Products Inc. is a manufacturer's representative for several leading companies including EK Machine enclosures and UL fuel tanks; Eaton generator connection cabinets and devices; automatic transfer switches and service entrance switchgear. We provide project management and turn key power system upgrades and installations. We are also a leader in acquisition and disposal of used generators and switchgear.

Salzer USA Corp. (MF)

Mesa, AZ
(480) 325-2690 Fax: (480) 985-9663
Contact: Uwe Nahrgang, General Mgr./COO
Business: Rotary com switches, generator connect switches, metering switches.

Tech Wave (CI)

Jacksonville, FL
(904) 521-3221 Fax: (904) 739-9494
Contact: Ruven Galvan, CEO
Business: We work with end users to help define needs, writing preliminary specs and designing control systems, fuel, switchgear, full systems integration.

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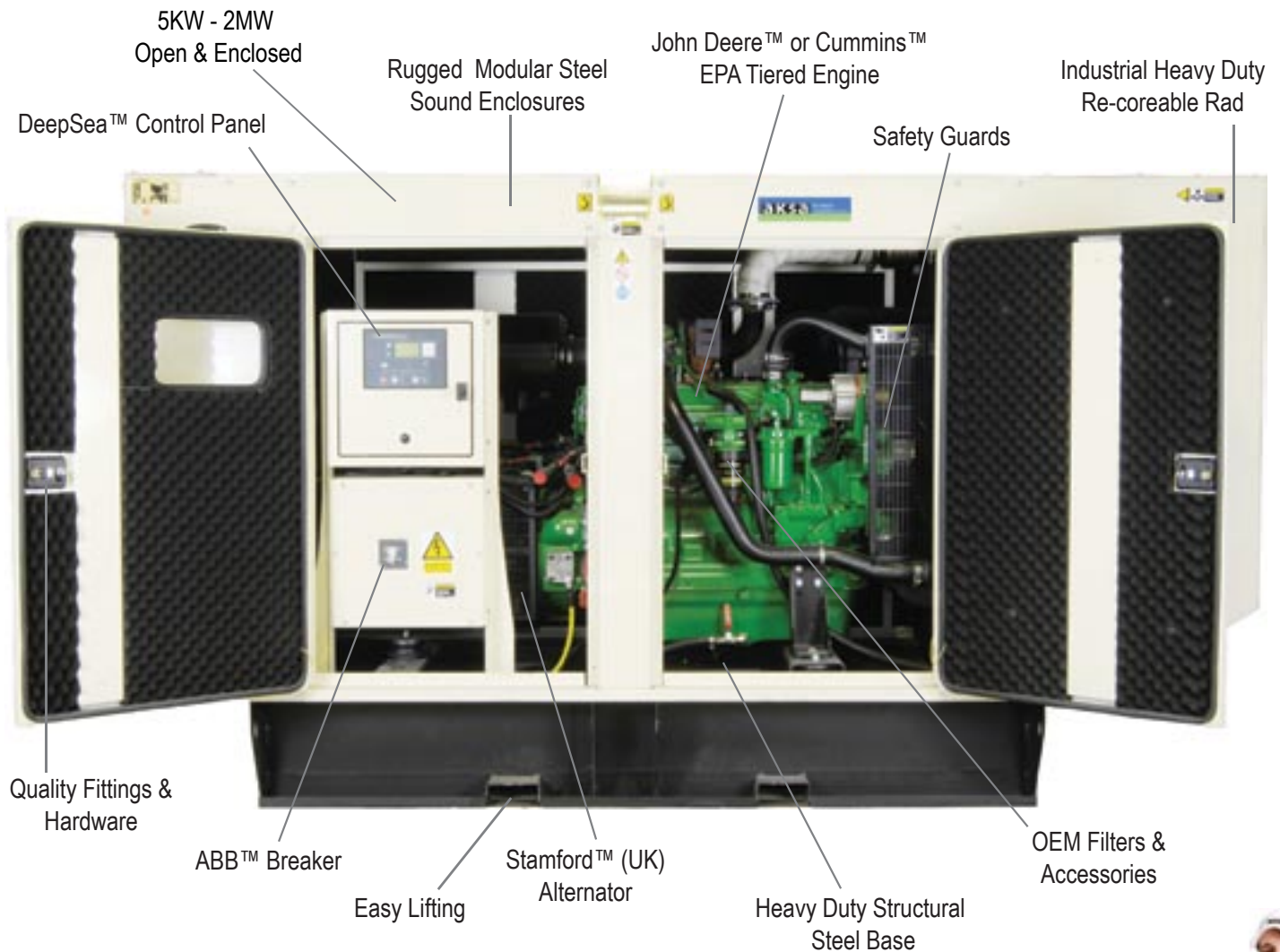
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skep•tic /'sceptik'/ {Brit. scep•tic} *n.*
1 person inclined to doubt accepted opinions

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